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Date: March 19, 2007  
Subject: Serial No.: 09/973,458  
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Re: U.S. Patent Application Serial No.: 09/973,458  
Confirmation No.: 8314  
Our Docket # F-113

Enclosed please find Appellants' Brief on Appeal in the above referenced application.

### CERTIFICATION OF FACSIMILE TRANSMISSION

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1. Appellants' Brief on Appeal (23 pages).

on March 19, 2007  
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George M. Macdonald  
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Serial No.: 09/973,458  
Attorney Docket No.: F-113

Patent

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BOARD OF PATENT APPEALS AND INTERFERENCES

MAR 19 2007

In re patent application of: ) Attorney Docket No.: F-113  
Venkata Katikaneni, et al. )  
Serial No.: 09/973,458 ) Customer No.: 00919  
Filed: April 3, 2001 ) Examiner: Rutao Wu  
Confirmation # 8314 ) Group Art Unit: 3639  
Title: ) Date: March 19, 2007  
Mailing System Having Flexible Printing of Messages

Mail Stop Appeal Brief- Patents  
Commissioner for Patents  
Alexandria, VA 22313-1450

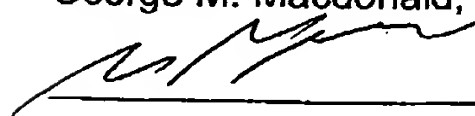
APPELLANTS' BRIEF ON APPEAL

Sir:

This is an appeal pursuant to 35 U.S.C. § 134 and 37 C.F.R. §§ 41.31 et seq. from the final rejection of claims 13-15, 21 and 25-37 of the above-identified application mailed September 21, 2006. This Brief is in furtherance of the Notice of Appeal filed in this case on January 19, 2007. Accordingly, this brief is timely filed. The fee for submitting this Brief is \$500.00 (37 C.F.R. § 1.17(c)). Please charge Deposit Account No. **16-1885** in the amount of \$500.00 to cover these fees. The Commissioner is hereby authorized to charge any additional fees that may be required for this appeal or to make this brief timely or credit any overpayment to Deposit Account No. **16-1885**.

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(Signature)

March 19, 2007 (Date)

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March 19, 2007 Appellants' Appeal Brief

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I. Real Party in Interest

The real party in interest in this appeal is Pitney Bowes Inc., a Delaware corporation, the assignee of this application.

II. Related Appeals and Interferences

There are no appeals or interferences known to Appellant, his legal representative, or the assignee that will directly affect or be directly affected by or have a bearing on the Board's decision in this appeal.

III. Status of Claims

Claims 13-37 are in the case.

Claims 13-15, 21 and 25-37 are in the case and under final rejection of the Examiner.

Claims 16-20 and 22-24 are indicated as allowable subject matter.

Claims 13-15, 21 and 25-37 are in the case and under final rejection of the Examiner and stand rejected under 35 U.S.C. § 103(a) as allegedly rendered obvious by U.S. Patent No. 6,982,808 to Ogg, et al. ("Ogg '808") in view of U.S. Patent No. 6,389,327 to Thiel ("Thiel '327").

Appellants hereby appeal the final rejection of claims 13-15, 21 and 25-37.

IV. Status of Amendments

An Amendment filed November 21, 2006 purported to amend claim 16 to place it in independent form and in condition for allowance. It is not clear whether the Amendment was entered, but it is directed to a claim that is not under Appeal and it is believed that it was entered.

Therefore, the claims set forth in Appendix A to this brief are those as set forth in the November 21, 2006 Amendment.

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V. Summary of Claimed Subject Matter

Appellants' invention as presently claimed relates to systems and methods for improving the flexibility of printing ad slogans on envelopes. Generally, this is accomplished by having the operator indicate a selected print location for the ad slogan and feeding the envelope through the postage printing system a second time, if necessary, to print the ad slogan in the selected print location. Specification at page 4, lines 20-24.

The following four independent claims are on appeal and 35 USC section 112, sixth paragraph has not been invoked in the currently pending claims. Following the recitation of the independent claims on appeal, Appellants set forth an illustrative concise description of illustrative embodiments of the application that may be useful in considering the claims on appeal directed to limitations claimed in independent and dependent claims as separately argued. The claims may cover multiple illustrative embodiments and therefore even the illustrative recitations are not exhaustive. Appellants refer to the specification by page and line number as well as references to reproduced Figures 4A and 5 along with the associated textual description and the cited reference numerals. Certain sections of the concise description have been underlined for emphasis. Claims 13, 21, 25 and 34 are the independent claims on appeal and are reproduced below.

Independent claim 13 recites:

13. A postage printing system, comprising:  
a registration wall;  
a transport device for feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system where one of the plurality of lateral edges is aligned with the registration wall;  
a printer capable of printing a postal indicia and an ad slogan on the envelope, the printer being located in proximity to the path of travel so as to define a print position;  
a control system in operative communication with the transport device and the printer, the control system for:  
obtaining an indication from an operator of a selected print location for the ad slogan; and  
determining if the postal indicia and the ad slogan may be printed in a single physical pass of the envelope through the print position of the path of travel postage printing system. (emphasis added).

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With regard to independent claim 13, an illustrative embodiment teaching a system for determining if the postal indicia and the ad slogan may be printed in a single physical pass of the envelope through the print position of the path of travel through a postage printing system is shown at page 6, line 4 through page 11, line 30 wherein the system 10 of FIG. 1 and the further detail of FIGs. 2-3 is described. As described below, representative mail pieces are shown in FIGs. 4A through 4C and a process flow diagram used with system 10 is shown in FIG. 5. In step 504 an illustrative step of receiving a slogan placement indication from the user is shown. In step 506 an illustrative determination if the indicium and ad slogan may be printed in one pass is made.

Independent claim 21 recites:

21. A postage printing system, comprising:  
a registration wall;  
a transport device for feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system where one of the plurality of lateral edges is aligned with the registration wall;  
a printer capable of printing a postal indicia and an ad slogan on the envelope, the printer being located in proximity to the path of travel so as to define a print position;  
a control system in operative communication with the transport device and the printer, the control system for:  
causing the postal indicia to be printed in one physical pass through the path of travel of the postage printing system and the ad slogan to be printed in another physical pass through the path of travel of the postage printing system; and  
before the another physical pass through the path of travel of the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon a selected print location. (emphasis added).

With regard to independent claim 21, an illustrative embodiment teaching a system for performing a two pass printing is shown at page 6, line 4 through page 11, line 30 wherein the system 10 of FIG. 1 and the further detail of FIGs. 2-3 is described. As described below, representative mail pieces are shown in FIGs. 4A through 4C and a process flow diagram used with system 10 is shown in FIG. 5. In step 520, 522, 524 and 526, the system performs an illustrative two pass printing.

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Independent claim 25 recites:

25. A method of operating a postage printing system, the method comprising:  
feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system and along a registration wall where one of the plurality of lateral edges is aligned with the registration wall;  
defining a print position where a postal indicia and an ad slogan may be printed on the envelope;  
obtaining an indication from an operator of a selected print location for the ad slogan; and  
determining if the postal indicia and the ad slogan may be printed in a single physical pass through the print position of the path of travel of the postage printing system. (emphasis added).

With regard to independent claim 25, an illustrative embodiment teaching a method system for determining if the postal indicia and the ad slogan may be printed in a single physical pass of the envelope through the print position of the path of travel through a postage printing system is shown at page 13, line 10 through page 16, line 6 wherein the process 500 of FIG. 5 is. As described below, representative mail pieces are shown in FIGs. 4A through 4C and a system 10 used is shown in FIGs. 1-3.

In step 504 an illustrative step of receiving a slogan placement indication from the user is shown. In step 506 an illustrative determination if the indicium and ad slogan may be printed in one pass is made.

Independent claim 34 recites:

34. A method of operating a postage printing system, the method comprising the step(s) of:  
feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system and along a registration wall where one of the plurality of lateral edges is aligned with the registration wall;  
defining a print position where a postal indicia and an ad slogan may be printed on the envelope;  
causing the postal indicia to be printed in one physical pass through the path of travel of the postage printing system and the ad slogan to be printed in another physical pass through the path of travel of the postage printing system; and  
before the another pass through the postage printing system, providing the operator with an indication of an anticipated orientation of

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feeding the envelope through the postage printing system based upon a selected print location. (emphasis added).

With regard to independent claim 34, an illustrative embodiment teaching a method for performing a two pass printing is shown at page 13, line 10 through page 16, line 6 wherein the process 500 of FIG. 5 is. As described below, representative mail pieces are shown in FIGs. 4A through 4C and a system 10 used is shown in FIGs. 1-3. In step 520, 522, 524 and 526, the system performs an illustrative two pass printing.

Referring to FIG. 4A, a representative envelope 20 having front face 20F contains a plurality of possible slogan print locations 40a-40f. If a slogan location is selected from the group 40a, 40b and 40c, the system can print the indicium and slogan in one pass. If another location is selected, the indicium and slogan must be printed in two passes because the mailing machine 10 cannot print to those secondary locations in the same pass used to print an indicium. See Specification page 12, line 1 through page 16, line 6.

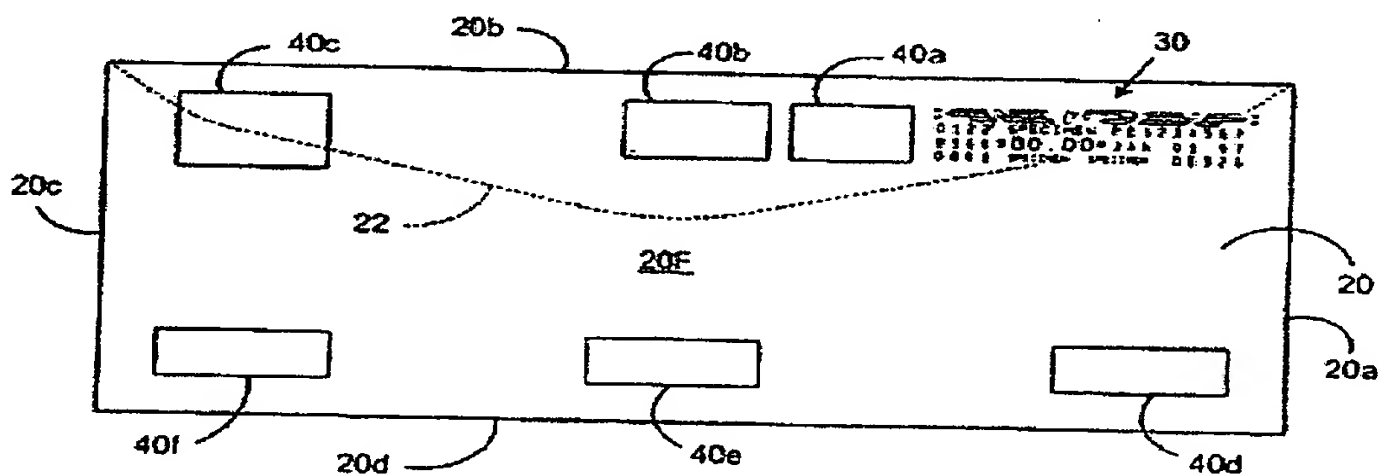


FIG. 4A

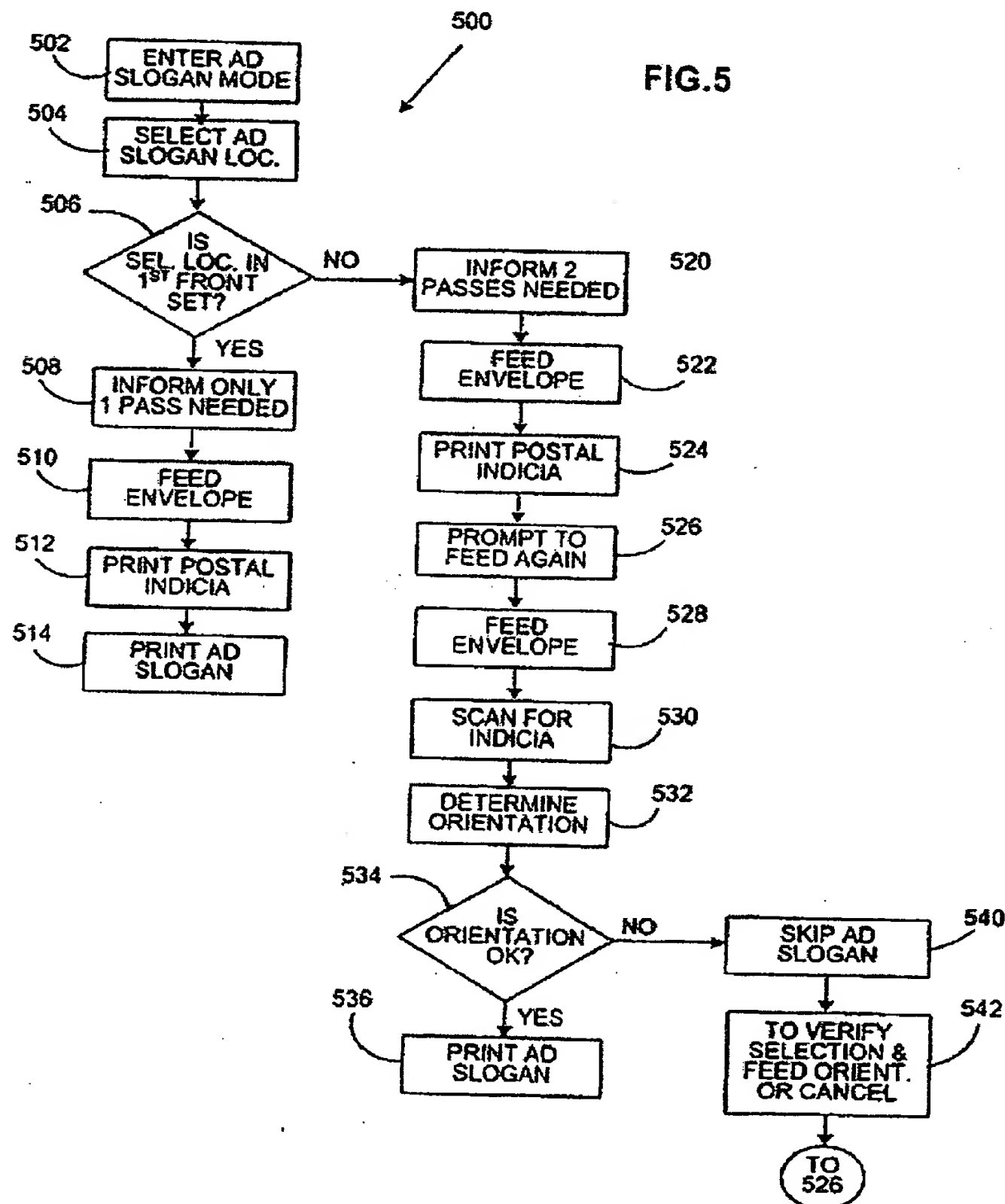
Referring to FIG. 5, a representative process 500 determining if the postal indicia and the ad slogan may be printed in a single physical pass of the envelope through the print position of the path of travel through a postage printing system is shown. In step 504 an illustrative step of receiving a slogan placement indication from the user is shown. In step 506 an illustrative determination if the indicium and ad slogan may be



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printed in one pass is made. The process 500 further comprises method for performing a two pass printing. In step 520, 522, 524 and 526, the system performs an illustrative two pass printing.



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Additional features of the invention are discussed below in the Argument section of this Brief. This summary is not intended to supplant the description of the claimed subject matter as provided in the claims as recited in Appendix A, as understood in light of the entire specification.

VI. Grounds of Rejection to Be Reviewed on Appeal

Whether claims 13-15, 21 and 25-37 are patentable under 35 U.S.C. §103(a).

VII. Argument

As discussed in detail below, Appellants respectfully submit that the final rejection of claims 13-15, 21 and 25-37 does not meet the threshold burden of presenting a prima facie case of unpatentability. Accordingly, Appellants are entitled to grant of a patent. *In re Oetiker*, 24 U.S.P.Q.2d 1443, 1444 (Fed. Cir. 1992).

A Claims 13-15, 21 and 25-37 are not Unpatentable under 35 U.S.C. § 103(a)

Claims 13-15, 21 and 25-37 are under final rejection of the Examiner and stand rejected under 35 U.S.C. § 103(a) as allegedly rendered obvious by U.S. Patent No. 6,982,808 to Ogg, et al. ("Ogg '808") in view of U.S. Patent No. 6,389,327 to Thiel ("Thiel '327")

In rejecting a claim under 35 U.S.C. §103, the Examiner is charged with the initial burden for providing a factual basis to support the obviousness conclusion. *In re Warner*, 379 F.2d 1011, 154 USPQ 173 (CCPA 1967); *In re Lunsford*, 375 F.2d 385, 148 USPQ 721 (CCPA 1966); *In re Freed*, 425 F.2d 785, 165 USPQ 570 (CCPA 1970). The Examiner is also required to explain how and why one having ordinary skill in the art would have been led to modify an applied reference and/or combine applied references to arrive at the claimed invention. *In re Ochiai*, 37 USPQ2d 1127 (Fed. Cir. 1995); *In re Deuel*, 51 F.3d 1552, 34 USPQ 1210 (Fed. Cir. 1995); *In re Fritch*, 972 F.2d

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1260, 23 USPQ 1780 (Fed. Cir. 1992); *Uniroyal, Inc. v. Rudkin-Wiley Corp.*, 837 F.2d 1044, 5 USPQ2d 1434 (Fed. Cir. 1988). In establishing the requisite motivation, it has been consistently held that both the suggestion and reasonable expectation of success must stem from the prior art itself, as a whole. *In re Ochiai*, supra; *In re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991); *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988); *In re Dow Chemical Co.*, 837 F.2d 469, 5 USPQ2d 1529 (Fed. Cir. 1988).

Initially, Appellants submit that Ogg '808 is not available as prior art for the matter cited against the instant claims in the Final Rejection. Ogg '808 was purportedly filed August 29, 2000 after the effective filing date of the instant application based upon the parent of the instant application filed December 22, 1999. Thus, in order to rely on the Ogg '808 reference, the Examiner must show that the cited portions are supported by at least one of the underlying provisional applications. In this case, the Examiner has failed to do so.

Appellants respectfully disagree that the Ogg '808 reference is available as prior art for the cited concept. Applicants respectfully disagree with the Examiner's characterization of the references. Applicants respectfully disagree with the contention that Ogg '808 and Thiel '327 are properly combined as discussed further below.

With regard to the cited portion of Ogg at Col. 19, lines 27-45, Applicants have reviewed the underlying provisional applications and do not find support for that subject matter. For example, at pages 9-11 of Provisional Application 60/160,034, the icons are not inverted and there is no disclosure such as in FIG. 23-24 and the cited passage of Ogg '808. Accordingly, Applicants respectfully submit that Ogg '808 is not available as prior art for the cited concept and the rejections should be withdrawn.

Even if Ogg '808 were available as prior art, Ogg '808 does not teach or describe two virtual passes as suggested by the Examiner but rather suggests a replacement single pass.

Furthermore, there is no motivation, suggestion or teaching to combine the references and instead there is a direct teaching away from the combination suggested by the Examiner.

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For the rejection to stand, there must be some teaching, suggestion or motivation to combine the references found in the references themselves or the general knowledge of one of skill in the art. Citing *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1998) and *In re Jones*, 958 F.2d 347, 21 USPQ2d 1941 (Fed. Cir. 1992). Additionally, one of ordinary skill in the art would be led in a direction divergent from that taught in the invention as presently claimed. See *Monarch Knitting Mach. Corp. v. Sulzer Morat GmbH*, 139 F. 3d 877 (Fed. Cir. 1998).

With regard to the combination, Ogg '808 specifically teaches away from printing an envelope that cannot fit in one pass at Col. 22, lines 49-57 and thus there is a specific teaching away from the combination suggested by the Examiner and one of skill in the art would not look to Thiel '327 to modify Ogg '808.

Furthermore, the suggested combination would be impermissible because it would render the primary reference inoperable. See *In re Gordon*, 733 F.2d 900 (Fed. Cir. 1984). The entire purpose of Ogg '808 appears to be the avoidance of a second physical pass. The suggested combination would render Ogg '808 inoperable for its primary purpose and is thus impermissible.

Accordingly, the references are not properly combined and the rejection should be reversed for that reason alone.

Additionally, even if the references were deemed to be properly combined, they do not render the invention as claimed obvious as a whole.

The Examiner has cited Ogg '808 as purportedly showing multiple pass printing, but Ogg '808 does not teach or suggest multiple pass printing as taught in the present application. At Col. 19, lines 17-45, Ogg '808 discusses rendering a print buffer for a single printing pass using multiple passes of a decision tree in software. The reference does not teach or suggest multiple physical passes of the print media through the feed path. In fact, the only suggestion is that a replacement single pass be generated.

With regard to the cited portion of Ogg at Col. 19, lines 27-45, Applicants discuss above the reasons that Ogg '808 is not properly cited as prior art in this case.

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With regard to the combination, Ogg '808 specifically teaches away from printing an envelope that cannot fit in one pass at Col. 22, lines 49-57 and thus there is a specific teaching away from the combination suggested by the Examiner and one of skill in the art would not look to Thiel '327 to modify Ogg '808.

If the user selects "neither of these solutions work" from the plurality of options on FIG. 39, the system preferably informs the user that the current default printer does not support USPS requirements 202 and that the current printer is not able to print postage onto envelopes, only onto labels (see FIG. 40). A "Next>" button 204 may be immediately available. When the Next button 204 is selected, the client software preferably disables printing to envelopes 206 (see FIG. 33).

Accordingly, if the system of Ogg '808 cannot print in one physical pass, it gives up. It does not attempt to use two physical passes. With regard to claims 13 and 21, there is no teaching or suggestion in the cited references for making a determination whether one pass physical printing will work based upon a selection of slogan location from the user.

With regard to claims 25 and 34, there is no teaching or suggestion in the cited references for performing a two pass printing based upon a selection of slogan location from the user.

With regard to claim 14, Appellants respectfully submit that the cited portion of Ogg '808 does not perform two pass printing and it is not clear where support for such citation exists in at least one of the underlying provisional applications. For example, it is not clear where support for separate rendering is found.

With regard to claim 15, Appellants respectfully submit that it is not clear where support for such citation to FIGs. 23-24 of Ogg '808 exists in at least one of the underlying provisional applications.

With regard to claim 26, Appellants respectfully submit that it is not clear where support for such citation to Col. 19, lines 27-45 of Ogg '808 exists in at least one of the underlying provisional applications.

With regard to claim 27, Appellants respectfully submit that it is not clear where support for such citation to FIGs. 23-24 of Ogg '808 exists in at least one of the underlying provisional applications.

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With regard to the remaining dependent claims on Appeal, Appellants respectfully submit that support for additional citations to Ogg '808 do not appear readily discernable and that such rejections thus fail to establish a prima facie obviousness rejection.

Accordingly, the references even if properly combined do not render the claimed subject matter obvious and the rejections should be reversed for that reason alone.

Accordingly, Appellants respectfully submit that the Examiner has failed to establish a prima facie case for an obviousness rejection. Appellants respectfully submit that claims 13-15, 21 and 25-37 are patentable over the available cited references and that the final rejection is in error and should be reversed.

For at least the above stated reasons, Appellants respectfully submit that the final rejection as to claims 13-15, 21 and 25-37 is in error and should be reversed.

IX. Conclusion

In Conclusion, Appellants respectfully submit that the final rejection of claims 13-15, 21 and 25-37 is in error for at least the reasons given above and should, therefore, be reversed.

Respectfully submitted,



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**VIII – CLAIMS APPENDIX**  
**APPENDIX A**

13. A postage printing system, comprising:

a registration wall;

a transport device for feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system where one of the plurality of lateral edges is aligned with the registration wall;

a printer capable of printing a postal indicia and an ad slogan on the envelope, the printer being located in proximity to the path of travel so as to define a print position;

a control system in operative communication with the transport device and the printer, the control system for:

obtaining an indication from an operator of a selected print location for the ad slogan; and

determining if the postal indicia and the ad slogan may be printed in a single physical pass of the envelope through the print position of the path of travel postage printing system.

14. The postage printing system of claim 13, wherein:

if the control system determines that the postal indicia and the ad slogan cannot be printed in a single pass through the postage printing system, then the postal indicia is printed in one pass through the postage printing system and the ad slogan is printed in another pass through the postage printing system.

15. The postage printing system of claim 14, wherein:

before the another pass through the postage printing system, the control system provides the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon the selected print location.

16. A postage printing system, comprising:

a registration wall;

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a transport device for feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system where one of the plurality of lateral edges is aligned with the registration wall;

a printer capable of printing a postal indicia and an ad slogan on the envelope, the printer being located in proximity to the path of travel so as to define a print position;

a control system in operative communication with the transport device and the printer, the control system for:

obtaining an indication from an operator of a selected print location for the ad slogan; and

determining if the postal indicia and the ad slogan may be printed in a single physical pass of the envelope through the print position of the path of travel postage printing system, wherein:

if the control system determines that the postal indicia and the ad slogan cannot be printed in a single pass through the postage printing system, then the postal indicia is printed in one pass through the postage printing system and the ad slogan is printed in another pass through the postage printing system, and

before the another pass through the postage printing system, the control system provides the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon the selected print location,

further comprising:

a scanner for detecting a distinguishing characteristic of the envelope; and

wherein:

during the another pass, the control system is further for:

using the distinguishing characteristic to determine a fed orientation of the envelope;

comparing the fed orientation with the anticipated orientation; and

bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

17. The postage printing system of claim 16, wherein:



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the one pass occurs prior to the another pass; and  
the distinguishing characteristic of the envelope is the postal indicia.

18. The postage printing system of claim 17, wherein:  
the postal indicia is printed along a top edge of the envelope; and  
if the selected print location is along a bottom edge of the envelope, then the control system prints the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

19. The postage printing system of claim 14, further comprising:  
a scanner for detecting a distinguishing characteristic of the envelope; and  
wherein:  
during the another pass, the control system is further for:  
using the distinguishing characteristic to determine a fed orientation of the envelope;  
comparing the fed orientation with an anticipated orientation; and  
bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

20. The postage printing system of claim 19, wherein:  
the one pass occurs prior to the another pass; and  
the distinguishing characteristic of the envelope is the postal indicia.

21. A postage printing system, comprising:  
a registration wall;  
a transport device for feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system where one of the plurality of lateral edges is aligned with the registration wall;  
a printer capable of printing a postal indicia and an ad slogan on the envelope, the printer being located in proximity to the path of travel so as to define a print position;

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a control system in operative communication with the transport device and the printer, the control system for:

causing the postal indicia to be printed in one physical pass through the path of travel of the postage printing system and the ad slogan to be printed in another physical pass through the path of travel of the postage printing system; and

before the another physical pass through the path of travel of the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon a selected print location.

22. The postage printing system of claim 21, further comprising:  
a scanner for detecting a distinguishing characteristic of the envelope; and  
wherein:  
during the another pass, the control system is further for:  
using the distinguishing characteristic to determine a fed orientation of the envelope;  
comparing the fed orientation with the anticipated orientation; and  
bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

23. The postage printing system of claim 22, wherein:  
the one pass occurs prior to the another pass; and  
the distinguishing characteristic of the envelope is the postal indicia.

24. The postage printing system of claim 23, wherein:  
the postal indicia is printed along a top edge of the envelope; and  
if the selected print location is along a bottom edge of the envelope, then the control system prints the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

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25. A method of operating a postage printing system, the method comprising:  
feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system and along a registration wall where one of the plurality of lateral edges is aligned with the registration wall;

defining a print position where a postal indicia and an ad slogan may be printed on the envelope;

obtaining an indication from an operator of a selected print location for the ad slogan; and

determining if the postal indicia and the ad slogan may be printed in a single physical pass through the print position of the path of travel of the postage printing system.

26. The method of claim 25, wherein:

if the postal indicia and the ad slogan cannot be printed in a single pass through the postage printing system, then the postal indicia is printed in one pass through the postage printing system and the ad slogan is printed in another pass through the postage printing system.

27. The method of claim 26, further comprising the step(s) of:

before the another pass through the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon the selected print location.

28. The method of claim 27, further comprising the step(s) of:

detecting a distinguishing characteristic of the envelope; and

during the another pass:

determining a fed orientation of the envelope based on detecting the distinguishing characteristic;

comparing the fed orientation with the anticipated orientation; and

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bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

29. The method of claim 28, wherein:  
the one pass occurs prior to the another pass; and  
the distinguishing characteristic of the envelope is the postal indicia.

30. The method of claim 29, wherein:  
the postal indicia is printed along a top edge of the envelope; and  
further comprising the step(s) of:  
if the selected print location is along a bottom edge of the envelope, printing the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

31. The method of claim 26, further comprising the step(s) of:  
detecting a distinguishing characteristic of the envelope; and  
during the another pass:  
determining a fed orientation of the envelope based on detecting the distinguishing characteristic;  
comparing the fed orientation with an anticipated orientation; and  
bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

32. The method of claim 31, wherein:  
the one pass occurs prior to the another pass; and  
the distinguishing characteristic of the envelope is the postal indicia.

33. The method of claim 32, wherein:  
the postal indicia is printed along a top edge of the envelope; and  
further comprising the step(s) of:

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if the selected print location is along a bottom edge of the envelope, printing the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

34. A method of operating a postage printing system, the method comprising the step(s) of:

feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system and along a registration wall where one of the plurality of lateral edges is aligned with the registration wall;

defining a print position where a postal indicia and an ad slogan may be printed on the envelope;

causing the postal indicia to be printed in one physical pass through the path of travel of the postage printing system and the ad slogan to be printed in another physical pass through the path of travel of the postage printing system; and

before the another pass through the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon a selected print location.

35. The method of claim 34, further comprising the step(s) of:  
detecting a distinguishing characteristic of the envelope; and  
during the another pass:  
determining a fed orientation of the envelope based on detecting the distinguishing characteristic;  
comparing the fed orientation with the anticipated orientation; and  
bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

36. The method of claim 35, wherein:  
the one pass occurs prior to the another pass; and  
the distinguishing characteristic of the envelope is the postal indicia.

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37. The method of claim 36,  
further comprising the step(s) of:

if the selected print location is along a bottom edge of the envelope, printing the  
ad slogan upside down so that the postal indicia and the ad slogan both read right side  
up when the envelope is viewed properly.

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**Appendix IX – Evidence Appendix**

None

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**Appendix X – Related Proceedings Appendix**

None



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